

Wethersfield Tourism Commission

Meeting Minutes

Tuesday March 27, 2012 5:30 pm
Town Hall, Town Manager's Conference Room

- 1) Chair Traczyk called the meeting to order at 5:34 p.m.
- 2) Roll call (5 members required for quorum) – Members in attendance: Traczyk, Ford, St. Onge and McHugh.
- 3) Approval of Minutes – February 2012 – No approval needed.
- 4) Open issues (Old Business)
 - a) CT Culture & Tourism Cooperative Marketing Challenge Grants – Mr. Gillespie reported that he is waiting for a response from the State regarding grant status.
 - b) Certified Local Government – Chris Traczyk distributed a summary of the requirements necessary for the Town to pursue the status from the National Park Service. Ms. Traczyk will discuss these requirements further with the State Commission on Culture and Tourism and with the Town Manager.
- 5) New Business
 - a) Photo Contest – Mr. Gillespie reported on the contest status and reminded about the April 16 deadline. Discussion about a selection Committee ensued and contacting volunteer judges.
 - b) Annual Report – Chris Traczyk distributed a draft of the report which will be presented to Town Council on April 2.
 - c) Stakeholders Meeting- Chris Traczyk reported on the March 9 stakeholders meeting and reported on the April 10 follow up meeting planned at Comstock Ferre.
 - d) CTM Media Group – 2012 Proposal – Peter Gillespie distributed copies of a proposal from CTM Media. The proposal included the following services: Brochure distribution, Rack Cards, Visit CT Map ad placement and digital presence. Mr. Gillespie reported that the Town has several PO's outstanding with CTM and suggested contracting with CTM in order to utilize these funds. Mr. Gillespie was directed to contract for the following: April and May brochure distribution \$1300, Spring Summer Rack Cards June, July August \$2475, Sept Oct Nov Dec Fall Winter Rack Card \$3300, Visit CT Map \$700 and 6 month web presence \$1200.
 - e) Website RFP – Peter Gillespie reported that the RFP has been drafted and will be advertised during the first week of April with a due date during the third week of April.
 - f) Budget – Mr. Gillespie reported that the Tourism budget for 12/13 is GHCVB \$500, Ad design \$2500, Ads \$2298, Website \$3500.
 - g) Preserve America – Christ Traczyk distributed a copy of the OW Master Plan implementation matrix and suggested that a discussion with the Town Manager's office should be held to discuss responsibilities for implementation.

- h) Wayfinding Program – Mr. Gillespie noted that installation is underway and that additional funds were being made available in next year's CIP.
 - i) Vibrant Communities Initiative Grant – Peter Gillespie distributed copies of the application form and supporting documentation received from the CT Trust For Historic Preservation. Members discussed various projects detailed in the OW Master Plan and suggested contacting the owners of the Masonic Building and Comstock Ferre to determine if an action plan could be developed to revitalize and reuse these properties. Mr. Gillespie was directed to pursue this grant application before the April 13 deadline.
- 6) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – D McHugh reported on Shops Local, Business Visitation, Farmer's Market move.
 - b) Central CT Culture & Tourism - G. Munroe – Not available
 - c) Greater Hartford Convention & Visitors - C. Hall – Not available.
 - d) OW Shopkeepers – C. Ford
 - e) WHS – Elaine St. Onge reported on the upcoming Taste of Wethersfield.
 - f) WDS – Katie Sullivan Not available.
- 7) Other Business
- 8) Adjournment – Chair Traczyk adjourned the meeting at 6:40 p.m.